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What is claimed is:

1. A cosmetic container for holding a cosmetic mass and connecting to an applicator head, comprising:
  - a collapsible reservoir comprising a generally cylindrical wall sealed at one end; and
    - a cylindrical neck joined to said reservoir, said neck comprising a coupler, and the interior of said neck communicating with the interior of said reservoir.
2. The container of claim 1, wherein the outer wall of said neck comprises an outer coupler.
- 10 3. The container of claim 2, wherein the inner wall of said neck comprises an inner coupler.
4. The container of claim 3, further comprising a cylindrical applicator head, the outer wall of said applicator head comprising an outer coupler and the interior of said applicator head communicating with the interior of one or 15 more of said neck and said reservoir.
5. The container of claim 4, further comprising a cap removably engaged with said neck outer coupler to form a water-tight seal.
6. The container of claim 1, wherein said coupler comprises one or more of a clip, a snap bead, and a thread.
- 20 7. The container of claim 1, wherein said reservoir wall forms a pliable tube.
8. The container of claim 7, wherein said reservoir wall is elastically deformable.
9. The container of claim 1, wherein said neck and said reservoir 25 are integrally-formed.

10. The container of claim 1, wherein said neck is bonded to said reservoir.

11. The container of claim 1, wherein said reservoir wall comprises a relatively rigid transition region in the vicinity of said neck adapted for grasping by 5 a user, thereby preventing substantial deformation of the reservoir prior to removal of a cap and preparatory to application.

12. The container of claim 1, further comprising a cosmetic mass disposed in said reservoir.

13. A cosmetic applicator for holding and applying a cosmetic 10 mass, comprising:

a collapsible reservoir comprising a generally cylindrical wall sealed at one end; and

15 a cylindrical applicator head joined to said reservoir, the interior of said applicator head communicating with the interior of said reservoir, said applicator head comprising a rigid base portion adjacent said reservoir, a tip portion comprising one or more discharge openings, a plurality of fibers disposed on the outer surface of said tip, and the outer wall of said applicator head comprising an outer coupler.

14. The applicator of claim 13, further comprising a cap removably engaged with said outer coupler to form a water-tight seal.

20 15. The applicator of claim 13, further comprising a cosmetic mass disposed in said reservoir.

16. A method of making a cosmetic applicator, comprising the steps of:

25 bonding a pliable-walled tube to a cylindrical neck, the inner wall of said neck comprising an inner coupler and the outer wall of said neck comprising an outer coupler;

inserting a cylindrical applicator head into said neck, the outer wall of said

applicator head comprising an outer coupler;  
supporting said neck against deformation while engaging said inner and outer  
couplers to connect said applicator head to said neck;  
loading a cosmetic mass into said pliable-walled tube; and  
sealing said pliable-walled tube.